



Department of Administration, Conference Room A
One Capitol Hill, Providence
1:00 pm – 2:30 pm
March 18, 2014
Meeting Minutes

Attendees: Christine Ferguson, HSRI Director; Geoff Grove, Vice-Chair; Peter Howland, Linda Katz, Mike Gerhardt, Amy Zimmerman, Dwight McMillan, Richard Licht

I. Call to Order

Geoff Grove, Advisory Board Vice-Chair, called the meeting to order and moved to approve the minutes from the January 17, 2013 Advisory Board meeting. The minutes were approved.

II. Updates or Follow-up Items

Marketing Campaigns:

- 1 - www.nagtoolkit.com
- 2 - League of moms will visit places that kids frequent to inform them on importance

Massachusetts is currently entering all applications and payments manually. We are in conversations with Tufts around how we could work with them. United is negotiating about individual market. NHRI range of options – really looking at a tiered network and options. Providers are reacting well and seeing the opportunity. We are having research conducted now and will tell more around May timeframe.

III. Enrollment Update

Christine Ferguson, HSRI Director
Data release as of March 8, 2014

- i. **Total HealthSource RI enrollments** (including those who have not yet paid): 19,690
- ii. **Paid enrollments***: 16,345 (*paid March 1 coverage enrollments through March 8, 2014)
- iii. **Medicaid enrollments** (per EOHHS): 48,602
- iv. **Small employer applications initiated**: 1132

- v. **Small employer enrollment:** 179
- vi. **Enrollment Demographics**
 - a. *Gender*
 - Male: 9,100
 - Female: 10,590
 - b. *Age*
 - Under 18: 996
 - 18-25: 1,997
 - 26-34: 3,168
 - 35-44: 3,284
 - 45-54: 4,470
 - 55 and older: 5,775

Contact Center call volume has increased this week.

Enrollment Campaign: Outbound calling to those who had started an application and have not finalized. Asking if they would like to finalize and if not, tracking reasons as to why they do not want to. Should have data completed around May timeframe.

More than 60% of the HSRI target audience have contacted us and gone through preliminary determination.

Rite Care parents: 4202 accounts

All of those families had to apply again for Medicaid.

If they were eligible 12/31/13, would have just stayed where they were but with the 1/1/14 rules changes, they had to all reapply.

1488 accounts are probably still eligible, just cannot find them. We have done a number of things to try and reach them. If they are not Medicaid eligible but probably will be considered as a loss of credible coverage or an exception, so that we can always sign them up. Their kids should be on Rite Care so we must have some new contact information if we link up.

State Subsidy: Application for state subsidy is not on the website. It is a paper application at OHHS. Due to the manual application process, would not have worked well in the online process. Parents would even know they qualify for the state subsidy unless they received a letter from the state. HSRI is currently working on gathering data regarding certain income levels and should have it around May timeframe.

SHOP enrollment is all year long. HSRI is about to do big push on business side.

IV. **Legislative Proposal**

HSRI will be able to use federal money thru 2016. We are in discussions of which aspects of that money will be used.

Current introduced bills with summaries that directly impact HSRI and hearing dates with topics to follow.

V. Public Comment

Geoff Grove, Exchange Advisory Board Vice-Chair, asked for public comment. Hearing none, the meeting was adjourned.